



## INDIAN DRUG MANUFACTURERS' ASSOCIATION

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25<sup>th</sup> March 2014

### **PARTNERS IN GLOBAL HEALTHCARE**

**Dr G N Singh,**  
Drugs Controller General (I),  
Central Drugs Standard Control Organization,  
FDA Bhavan, Kotla Road,  
New Delhi 110 002.



**Sub: GSR 176(E) dated 11<sup>th</sup> March 2014: Draft Rules -regarding**

Dear Sir,

We refer to the draft Rules released as above. We appreciate your continued efforts to raise the standards of the drugs manufactured and distributed in India, as your theme this year celebrates year 2014 as 'Patient and Animal Safety Year'.

We understand that the purported intent of the draft Rules '*No advertisement of the drugs specified in Schedule H, Schedule H1 and Schedule X shall be made except with the previous sanction of the Central Government*' is to bring the advertisements relating to drugs under the purview of Drugs & Cosmetics Act and Rules, as the Drugs and Magic Remedies (Objectionable Advertisements) Act and Rules may not be as effective. We also understand that the intent of the draft Rules is to cover the print media and the electronic media which is reaching the consumer directly.

You will, however, appreciate that medical journals carry advertisements to reach the medical fraternity, who are professionally trained and experienced to decide for themselves and their patients about the content and intent of the advertisements. Hence we request you to issue an urgent clarification that the Rules as drafted above do not cover advertisements in medical journals, and any other current means and media adopted for ethical promotion of the drugs to doctors.

We look forward to your usual proactive guidance and continued support.

Thanking you,

Yours sincerely,

S V Veerramani  
President

**AFFORDABLE MEDICINES FOR ALL**